

## BE A TV FOOD AD REVIEWER

Companies that make foods and drinks often advertise on TV, hoping you'll want to buy their product. To help you decide, it's good to think about how ads "talk" to you.

Grab Mom or Dad (or both!) and tune into the tube to "review" some ads (commercials) for foods or drinks. Use the spaces below to write down what you think about one ad.

What food or drink was featured in the ad? \_\_\_\_\_

What does the ad do to catch your attention and help sell the product (for example, does it use animation, music, bright colors or celebrities)?  
\_\_\_\_\_

What does the ad seem to say the product will do for you (for example, you'll be stronger, smarter, have more fun if you eat/drink the product)?  
\_\_\_\_\_

Do you believe this? Why? \_\_\_\_\_

Is the amount of the food or drink shown in the ad too big to eat or drink at one time, too small or just right? \_\_\_\_\_

Does the ad show people doing active things like getting some exercise? If so, what are they doing?  
\_\_\_\_\_

After seeing the ad, do you want to try the food or drink? Why?  
\_\_\_\_\_

Overall, I give this ad a (circle one)                      Thumbs Up                      Thumbs Down

Explain why:  
\_\_\_\_\_  
\_\_\_\_\_

**Excellent job! After all that hard work, learn some fun ways to move your body at [www.kidnetic.com](http://www.kidnetic.com).**

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